



Position Vacancy Announcement

Today's Date: 01/12/2016

Posting #: 8441

Job Title: Senior Communications Specialist

Division/Department: Director's Office

Location: 417 E. Fayette St, Suite 468, Baltimore, MD 21202

Starting Salary: \$57,200

Status: Regular, Full-time with benefits

Position Overview:

Work involves a variety of complex duties and responsibilities that serve to promote and market agency-wide and department-specific programs and services through MOED's Communications office. This position will be under the direct supervision of MOED's Communications Director and requires a multi-skilled professional with excellent writing, media relations and social media skills.

Essential Functions:

Work performed will require expertise in marketing and public information techniques using social, print and broadcast media customized to promote services for and successes by the following agency audiences: job seekers, businesses, youth and special populations.

- Coordinates agency's social media outreach by researching, developing, and expanding presence on social networking sites to promote agency-wide and program-specific services, activities and initiatives.
- Evaluates social media outreach and develops related policies and procedures.
- Assists with management of digital communications platform.
- Assists in the development of marketing plans and materials, as well as the implementation of public relations campaigns to support agency initiatives customized for each agency audience.
- Writes and edits copy, take photographs and video to be used in various print and digital publications.
- Identifies and develops positive stories about MOED activities and successes by conducting interviews with customers, employers and stakeholders and producing professional publications for print and digital use
- Provides media relations support by responding to inquiries, creating news releases, arranging press events, and identifying and developing newsworthy subject matter to raise awareness of MOED activities and services and pitches to targeted media outlets to include radio, television, and web blogs.
- Promotes awareness of MOED activities among the business community, job seekers, and elected and appointed officials.

Key Attributes:

- Excellent writing, editing, and interviewing skills.
- Knowledge of social media outlets and ability to identify best ones for MOED promotional purposes.
- Must be computer literate and possess advanced Microsoft Office skills.

Required Education & Experience:

- A Bachelor's degree in Journalism, Mass Communication, and/or Public Relations, or related field.
- Four years of experience writing content for web and/or print publications.
- Or, any equivalent combination of education and experience.

Special Requirements:

- Must successfully pass a pre-employment criminal background investigation.
- Must have a valid Maryland Driver's license and daily access to a motor vehicle.

MOED Employees receive priority consideration for open positions and must apply within 5 days of posting. All other qualified applicants should submit an application and/or resume to the MOED Human Resources Department, 417 E. Fayette Street, Suite 466, Baltimore, MD, 21202; via fax: (410) 396-8132, or via email: resumes@oedworks.com. Please place job title and posting number in the subject line. MOED is an Equal Opportunity Employer.